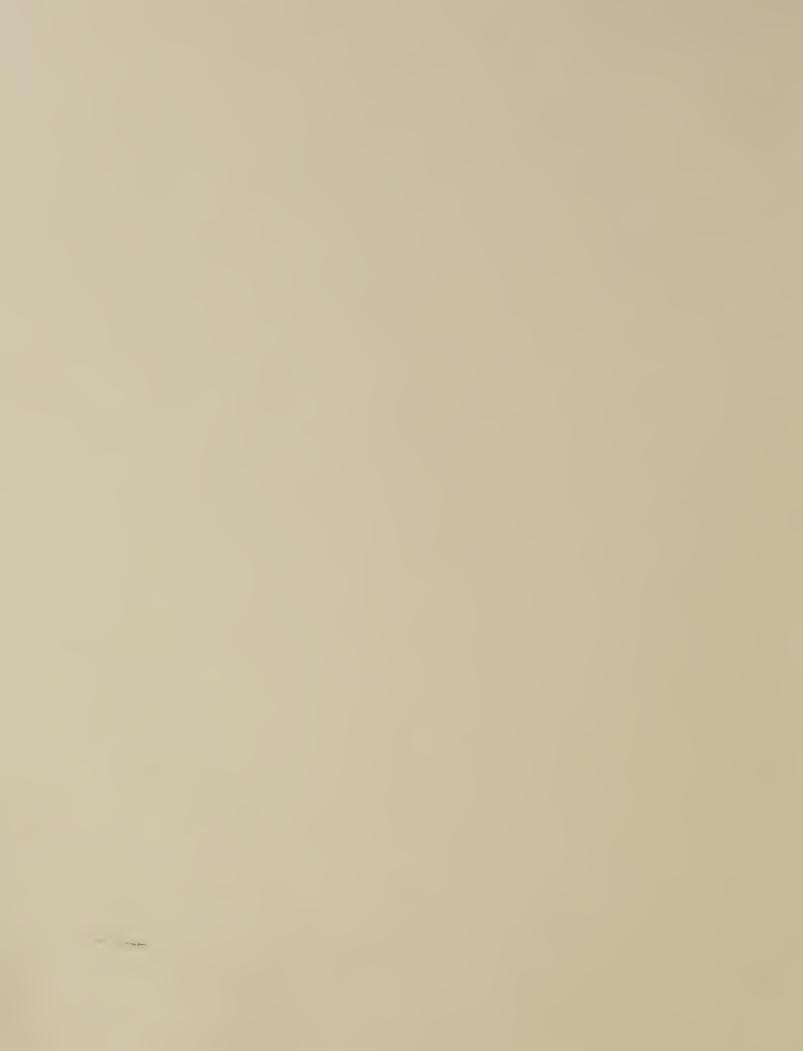
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Do not assume content reflects current scientific knowledge, policies, or practices.



BETTER BLOOMING BULBS

HEBERLING'S GLADIOLUS

CORN BELT GROWN

J. H. HEBERLING

EASTON, ILLINOIS, U.S.A.

A Century of Progress

GOLD MEDAL

Awarded to Heberling's Gladiolus Chicago August, 1933

FALL PRICE LIST ... September 30, 1934

HELLO FRIENDS:

(Because of the time required to prepare our new Catalog, it will not be out until January. This season we advise early orders and if our catalog with full descriptions of varieties is desired we will forward our "1934 Spring Catalog" upon receipt of your request.)

We are offering our Fall List in very condensed form our object being to offer in concrete form and terms Gladiolus Bulbs of quality in varieties of merit at minimum prices.

First, you will note our Retail or Prepaid prices covering the outstanding newer varieties. Following this list you will find our Wholesale List, on which purchaser pays transportation charges.

If you do not find the varieties you are interested in listed in Prepaid List, look for them in the Wholesale List. You will note that you may purchase in quantities of ten bulbs of the same size and variety from Wholesale List. Ten bulbs at one-eighth of 100 price. You may also purchase single bulbs at one-fifth the price of ten.

Should you wish to order from both lists, we will send charges collect and add additional bulbs of your choice to cover cost of transportation and send shipment all charges collect OR we will send prepaid in accord with our terms of Prepayment under "Carrying Charges" under Wholesale List. You to specify how you wish them sent.

The Weather Man played some pranks on the good old U.S. A. this season as I think most of you will agree; but we were fortunate in having two first-class wells and a pumping outfit with a capacity of 4.000 gallons of good clear water per hour and sufficient pipe to cover our entire garden so that our growing crop has been completely and adequately watered with the result that we feel we have never offered better stock than we are offering this season.

WHAT WE OFFER

We offer true to name bulbs of the highest quality at reasonable prices. This is not an idle remark, but this statement is based on fact. Our stock is carefully treated before planting to prevent disease. Our gardens have been carefully inspected again this season by both State and Federal inspectors for the detection of Gladiolus Thrip and we have been advised that none has been found. Of the latter fact we are both thankful and proud.

Mr. J. H. Heberling, Easton, Illinois.

Sutherland, Nebraska, September 17, 1934.

Dear Sir:— "It gives me great pleasure at this time to tell you how beautiful my Glads were this summer. They were far ahead of any I have ever raised before. Thanks for the extras, they were all such good ones."

Yours very truly,

MRS. W. H. TRACY.

OUR GUARANTEE

We guarantee all bulbs and bulblets purchased from us to be true to name, full sized, and free of disease and insects including Gladiolus Thrips. We will replace stock or refund the purchase price of all bulbs and bulblets purchased from us that are not satisfactory, providing that we are notified of the deficiency within eighteen months of the date of purchase.

TERMS

The terms and discounts immediately following apply only to the first section of prices in this price list. They do not apply to the wholesale quotations or to the special offers.

All shipments will be prepaid. Please include both parcel post and express addresses. We ship the cheaper way.

Each order must be accompanied by remittance in full, or a 20% deposit, the balance to be C. O. D. No order for less than \$1.00 will be accepted.

Orders received before December 1st will be shipped as near that date as possible, unless we are instructed otherwise. If desired we will reserve orders until spring.

DISCOUNTS

(for cash in full with order)

On orders of \$ 3 to \$ 10 we will include 10% in additional bulbs of your selection. On orders of \$10 to \$ 25 we will include 15% in additional bulbs of your selection. On orders of \$25 to \$100 we will include 20% in additional bulbs of your selection.

SIZES

Our bulbs are all carefully mechanically graded for size. They are listed in six sizes and bulblets. The bulb sizes are as follows: No. 1 (over $1\frac{1}{2}$ inch); No. 2 ($1\frac{1}{4}-1\frac{1}{2}$; No. 3 ($1-1\frac{1}{4}$); No. 4 ($3\frac{4}{4}-1$); No. 5 ($\frac{1}{2}-\frac{3}{4}$); and No. 6 ($\frac{1}{4}-\frac{1}{2}$).

RETAIL LIST

All Shipments ordered from this list are PREPAID.

One Dozen Bulbs or Bulblets may be purchased at 10 times the price of one. Three or more bulbs or bulblets may be purchased at dozen rates. Varieties marked with asterisk (***) have proved very outstanding for us.

Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5 Per	Bulblets
A. H. WOODFULL (Errey)	. 1	\$.50	\$.40	\$.32	\$	\$ 12	\$.25
ALMA NEEDHAM (Salbach)		.10	.08	·	·	25	.10
AMADOR (Kings) ***	. 1	.25	.20	.15	.12	.10 12	.30
BAGDAD (Palmer ***	. 1	.15	.12	.10	.08	12	.15
BELLA DONNA (P)	. 1	1.50	1.25	1.00	.80	1	.15
BILL SOWDEN (FallU)	. 1	.15	.12	.10	.08	· 12	.15
BLEEDING HEART (Br) ***		.18	* .15	.12	.10	12	.15
BLUE ADMIRAL (Christ) ***	. 1	2.50	2.00	1.75	1.35	1.00 1	.20
BLUE ADMIRAL (Ch) ***	100	150.00	130.00	110.00	90.00	75.00 100	15.00

RETAIL LIST (Continued)

Variety Per BLUE DANUBE (P) 1 BLUE PEACOCK (Salbach) 1 BLUE ROYALE (Vaughan) 1	No. 1 .15 .50 .50	No. 2 .12 .40 .40	No. 3 .10 .35 .30	No. 4 .08 .30 .25	No. 5 Per 12 1 .20 12 100	.15 .05 .50 2.80
CHARLES LINDBERGH (Pr) _ 1 CHICAGO (Kunderd) 1 COMMANDER KOEHL (P) *** 1 CORONATION (Palmer) 1 D. A. HAY (Whitely) 1 DEARBORN (Vaughan) 1	.25 .10 .12 .40 3.50	.20 .08 .10 .35 3.00 .20	.15 .08 .30 2.50 .15	.25 2.00 .12	12 .20 12 .10 12	.25 .10 .25 .25 .25
DEBONAIR (Palmer) ***	.50 .35 .50 .50 .40	.40 .30 .40 .40 .35	.32 .25 .35 .35 .30	.25 .20 .20 .25	.15 12 12 12 .15 12 .15 12 .25 12	.40 .35 .50 .50 .40
ERICA MORINI (P) 1 ESME DESAILLY (Errey) 1 FATA MORGANA (P) 1 GATE OF HEAVEN (P) 1 GERTRUDE SWENSON (Sw) _ 1 G. M. HUGH (N. Z.) 1	.60 .15 .15 .50 2.50	.50 .12 .12 .40 2.00	.40 .10 .10 .32	.30 .25	.25 12 12 12 12 12 1 1	.50 .20 .15 .50 .50
GOLDEN CHIMES (Ellis) *** _ 1 GOLDEN FLAME (Kings.) 1 GRAF ZEPPELIN (P) 1 GRAND SLAM (Salbach) 12 HEATHFIELD (Errey) 1 HINEMOA (Doney) 1	.75 1.00 .12 1.50 .30	.60 .80 .10 1.20 .25	.50 .60 .08 1.00 .20	.40 .80 .15	$\begin{array}{ccc} .32 & 12 \\ & 1 \\ & 12 \\ .65 & 12 \\ & 12 \\ & 12 \\ \end{array}$.60 .15 .15 .15 .30
HYACINTH (Gilrey) 1 HUNTSMAN (Symons) 1 IMPRESSARIO (Kunderd) 1 IRENE (Mair) 1 JANET (Crow) 1	.50 1.50 .20 .25 .15	.40 1.20 .15 .20 .10	.30 1.00 .12 .15 .08	.25 .80 .10	12 1 12 12 12	.15 .50 .20 .20 .25
KING ARTHUR (AAA) 1 KING GEORGE (Mair) 1 LADY EATON (Palmer) 1 LIBELLE (P) 1 LIGHTHOUSE (Berthoud) 1 LINCOLN ELLSWORTH (Pr) 1	.30 .12 2.00 .30 .50	.25 .10 1.75 .25 .40	.20 .08 1.25 .20 .30	.15 1.00 .15 .25	$\begin{array}{c} 12\\ 12\\ 12\\ 12\\ .10\\ 12\\ 12\\ 12\\ 12\\ \end{array}$.30 .15 2.00 .30 .50
LITTLEJOHN (Stevens) 1 LOTUS (Colonial) 1 LUCIFER (Errey) *** 1 MAID OF ORLEANS (P) *** _ 1 MARY ELIZABETH (St.) 1 MAY DAVIDSON (Brown) 1	.15 .15 .45 .20 .40 2.50	.12 .12 .35 .15 .35	.10 .10 .30 .12 .30 1.60	.08 .10 .25 1.20	12 12 12 12 12 12	.15 .20 .30 .20 .40 .20
MILFORD (Rides) ***	10.00 .50 .60 .60 .40	7.50 .40 .50 .50 .35	5.00 .35 .40 .40 .30	.25	$\begin{array}{c} & 1\\ & 12\\ & 12\\ & 12\\ & 20\\ & 1\end{array}$.75 .50 .10 .10
MILKMAID (Gilrey) 1 MISS F. E. WILLARD (Ya) *** 1 MISS F. E. WILLARD (Ya)100 MISS GREELEY (Briggs) 1 MISS NEW ZEALAND (Mrs. J) 1 MRS. E. J. HEATON (Hea) *** 1	.25 .75 50.00 .15 25.00 5.00	.20 .60 40.00 .12 20.00 4.00	.15 .50 32.00 .10 16.00 3.00	.12 .40 .08	$egin{array}{c} 12 \\ 12 \\ 100 \\ 12 \\ 1 \\ 1 \end{array}$.25 .60 4.00 .20 2.00 .40
MRS. T. E. LANGFORD 1 MOTHER MACHREE (Ste) *** 12 MRS. RAY P. CHASE (M) 1 NEWINGTON (Webb) 1 NFTHFRIAND PRINCE (Ste) 1	.50 1.00 .35 .60	.40 .80 .30 .50 .25	.30 .66 .25 .40 .20	.20	12 20 12 12 12	.40 .15 .20 .50 .30
ORANGE SOVEREIGN (Ste) _ 1 PAISLEY (Austin) 1 PHILLIS McQUISTON (St) *** 1 PICARDY (Palmer) *** 12 PIRATE (Palmer) 1	.25 .75 .15 3.00 1.00	.20 .60 .12 2.40 .80 .20	.15 .50 .10 2.00	.40 1.60 .50	12 12 12 1 .40 12	.25 .75 .15 .30 .10
PURPLE VICTORY (Gilrey) 1 RAPTURE (Palmer) 1 RED LORY (Errey) 1 RFD PHIPPS (Briggs) *** 1 ROSE LADY (Christ) 1 ROSFMARIE PFITZER (P) 1	.60 .25 .25 .15 2.50 1.00	.50 .20 .20 .12 2.00 .80	.40 .15 .15 .10 1.60	1.20 .50	.90 1	.60 .25 .25 .25
ROYAL OMAR (Christ) *** _ 1 SCHUBERT (P) 1 SCHWABEN GIRL (P) 1 SILVERSHEEN (Symons) _ 1 SMILING MAESTRO (Chr) *** 1 SMILING MAESTRO (Christ) 100	2.50 .50 .25 1.25 2.50 160.00	2.00 .40 .20 1.00 2.00 140.00	1.60 .30 .15 .80 1.60	1.20 .25	1 12 12 1 .90 1	.25 .50 .25 .10 .25
SOLVFIG (Prestgard) *** 1 SPRAY OF GOLD (Palmer) 1 STAR OF BETHLFHEM (P) 1 SUN GOD (Christ) 1 ST. LAWRFNCE (Christ) *** 1	7.00 .15 1.25 .50 8.00	6.00 .10 1.00 .40 7.00	120.00 5.00 .08 .80 .30 6.00	100.00 4.00 .65 5.00	$egin{array}{c} 100 \\ 1 \\ 12 \\ 1 \\ 12 \\ 1 \end{array}$	15.00 .25 .20 .12 .50
SWEETHEART) (Prestgard) 1 TFNNYSON (Kings.) 1 TERESA (Christ) 1 THEODORA (Gilrey) 1 TJP TOP (P) *** 1 TRUE BLUE (Christ) 1	.25 .40 .50 .40 1.50 5.00	.20 .35 .40 .35 1.25 4.00	.15 .25 .30 1.00 3.00	.12 .20 .25 .80 2.40	12 12 10 12 1 2.00	.25 .40 .50 .50 .15
VIENNA WOODS (Christ) 1 WARATAH (Errey) 1	10.00 1.25	8.00 1.00	6.50 .75	5.00 .60	4.00 1	1.00 .10

RETAIL LIST (Continued)

Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5 Per	Bulblets
WASAGA (Palmer)	. 1	.40	.30	.25	.20	.15 12	.30
WHITE CLOUD (DeGroot)	. 1	.25	.20	.15		12	.25
WINGS OF JOY (Christ) *** _	. 1	2.00	1.60	1.20	1.00	1	.15
WOLFGANG Von GOETHE (P)	1	.30	.25	.20	.15	12	.30
WURTEMBERGIA (P) ***		.18	.15	.12	.10	15	.20
YELLOW EMPEROR (Ellis)***	1			3.00	2.40	1	.35
YELLOW PERFECTION (P)	. 1	.20	.15	.12			
W. H. PHIPPS (D) ***	. 12	.50	.45	.40	.30	.25 15	.10

BLUE RIBBON MIXED BULBS

This is a Special Mixture which we mix only to order, selecting the bulbs for each order as the order is filled and using only the largest and most outstanding of the best standard varieties together with some of the newer ones of merit. This selection is offered to those who are not familiar with the named varieties but who enjoy a taste for the best in Gladiolus. You will Like it.

25 Large Bulbs, PREPAID _______\$1.25 100 Large Bulbs PREPAID _______\$4.00

WHOLESALE LIST

Prices F. O. B. Easton (Charges Collect).

No order accepted from this List for less than \$2.00.
25 or more Bulbs at 100 rate; 10 Bulbs at ½ the 100 rate.
1,000 Bulbs at eight times 100 rate, except those varieties marked with asterisk (*) which are 1,000 at nine times the 100 rate.
250 or more at 1,000 rate.
Pint of Bulblets at Quart rate.
Deposit of 20 per cent of order will cause stock to be reserved. Five per cent Discount for Cash with order on orders of \$25.00 or more. Prices per 100 (Shipping charges collect.)

All Stock Quoted Subject to Prior Sale

All Stock Quoted Subject to Prior	: Sale.					Dulblota
Variety	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6 Per Qt.
AFLAME		\$ 1.60	\$ 1.20	\$ 1.00	\$.80	\$ 3.00
AIDA		1.80	1.40	1.00	Ψ.00	3.00
*ALBATROS	4.00	3.20	2.40	2.00	1.60	8.00
AMADOR		10.00	8.00	6.00	4.80	30.00
ANGEL'S DREAM	2 00	1.60	1.20	1.00		3.00
ANTIONE	1.80	1.40	1.00	.80	.60	2.00
APRICOT GLOW	1.60	1.20	1.00	.80	.60	1.20
*AVE MARIA	2.00	1.60	1.20	1.00	.80	2.40
BAGDAD	10.00	7 00	5.00	4.00		8.00
BELINDE	1.80	1.40	1.00			2.60
BERTY SNOW	2.00	1.60	1.10	00	70	2.40
BETTY NUTHALL		1.40	1.10	.80	.70	1 80
*BILL SOWDEN *BLEEDING HEART	9.00	$7.00 \\ 7.00$	$\begin{array}{c} 6.00 \\ 6.00 \end{array}$	5.00 5. 00	4.00	$20.00 \\ 12.50$
*BLUE DANUBE	7.00	5.00	4.00	3.20	4.00	12.50
BLUE RIBBON MIXTURE	2 40	1.80	4.00	5.20		
BREAK O' DAY	2.00	1.60	1.20	1.00		1.80
*CANBERRA	5.00	4.00	3.00	2.40		6.00
CARA MIA	2.00	1.60	1.20	1 00	.80	1.60
CHAS. DICKENS	2.00	1.60	1.20	1.00		2.40
COMMANDER KOEHL	4.00	3.20	2.40	2.00		7.00
CORONADO		2.40				5 00
CRINKLES		2 40	2.00	1.60		3.00
DR. CERIST MARTZ	2.00	1.60	1.20	1.00		1.80
DR. F. E. BENNETT		1.40	1.20	1 00		2.00
DR. MOODY		1.60	1.20	1 00		2.50
DR. NELSON SHOOK EARLY DAWN	2.00	$\begin{array}{c} 1.60 \\ 20.00 \end{array}$	$egin{array}{c} 1.20 \ 12.00 \end{array}$	1.00 8.00	7.00	2.40 6.00 1m 20.00
EDITH MASON	3.80	3 00	2.40	2.00	1.60	6.00
E. I. FARRINGTON		3.40	2.10	2.00	1.00	0.00
EMILE AUBRUN		1.60	1.20	1.00		2.00
FAY LANPHIER		1.60	1.20			2.00
FRANK M. SHICK		1.70	1.30	1.00		2.40
GAY HUSSAR		1.60	1.20	1.00	.80	2.40
GERALDINE FARRAR		2.00	1.60	1.20		2.40
GIANT NYMPH		1.40	1.20	1.00	.80	2.00
GLORIANA	1.80	1 40	1.20	.90	.70	$1.60 \\ 2.40$
GOLDEN AMBERGOLDEN DREAM	$\begin{array}{c} 2.00 \\ 1.80 \end{array}$	$\begin{array}{c} 1.60 \\ 1.40 \end{array}$	$1.20 \\ 1.00$	1.00 .80	.80 .70	1 60
GOLDEN BREAM		1.40	1.00	.80	0	1.80
HALCYON		1 60	1.20	.00		1.60
HEAVENLY BLUE	3.00	2.40	2.00	1.60	1.20	3.00
IMMENSITY		2.00				
JANE ADDAMS		2.60	2.00	1.60	1.20	4.00
JOERG'S WHITE		2.00	1 60	1.20	1.00	2.60
JUBILEE		4.60	3.40	2.80		8.00
LA PALOMA		3.00	2.40	1.80	1.20	3.00
LAVENDER BRIDE LAVENDER DELIGHT	2.40	2.00	1.60	$\frac{1.20}{3.00}$		1.80 5.00
LIBELLE		5.00 10.00	4.00 8.00	6.00	5.00	20.00
*LITTLEJOHN		6.40	5.00	4.00	3.00	10.00
LOYALTY		3 00	2.40	1.00	5.00	20,00
MADAME NORENA		2.40	2.00	1.60	1.20	4.00
*MAMMOTH WHITE	4.00	3.20	2.40	2.00	1 60	10.00
MANDARIN		1.40				2.00
MARMORA		1.80	1.20	1.00		2.40
MARNIA		1.60	1.20	1.00	.80	1.80
MARY JANE		2.00	1.60	1.20	1.00	2.60
*MAROCCO		$\frac{1.60}{1.80}$	1.20	1.00		2 00
*MILDRED LOUISE		1.80	12.00	10.00	.8.00	per 100 4.00
MILDRED DOUGH	, 10.00	14.00	12.00	10.00	.0.00	per 1,000 35.00
MINUET	2.40	2.00	1.40	1.20	1.00	3.00

	WHOLESALE	PRICE	LIST (Continued)		- 111
						Bulblets
Variety	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6 për Qt.
*MISS GREELEY	6.40	5.00	3.60	2.40		0.00
MISS JOY	2.50	2.00	1.60	1.20	1.00	2 60
*MOTHER MACHREE		2.60	2.00	1.60	1.20	5.60
MRS. CALVIN COOLIDGE	1 80	1.40	1.10	.90		1.80
MRS. F. C. HORNBERGE	R 2.00	1 80	1.40	1.00		2.60
MRS. F. C. PETERS	1.80	1.50	1.20			1.60
MRS. J. R. WALSH		3.20	4.00	00		2.00
MRS. LEON DOUGLAS		1.40	1.00	.80	70	2.00
MRS. P. W. SISSON	1.80	1.40	1.00	.80	70	2.00
MRS. S. A. ERREY	4.00	3.20	10.00	9.00		20.00
NETHERLAND PRINCE _		16.00	$\frac{12.00}{2.20}$	1.80		4.00
NEW VIOLET		2.60	1.00	.80	.60	1 20
1910 ROSE		1.20 1.80	1.00 1.40	1.00	.00	2.40
ORANGE BUTTERFLY ORANGE QUEEN		1.20	.90	1.00		1.40
ORANGE WONDER		1 60	1.20	1.00		2.00
*OUR SELECTION	2.00	1.60	1.20	1.00		3.00
PAUL PFITZER	2.40	2.00	1.60	1.20		4.00
PEARL OF CALIFORNIA	2.20	1.80	1.40	2.20		2.60
PELEGRINA		10.00	8.00	6.00		per 1,000 12.00
*PFITZER'S TRIUMPH	2.00	1.60	1.20	1.00		2.40
*PICARDY		4.00	3.00	2.00	1.40	6.00
*PRIDE OF PORTLAND	5.00	4.00				
PRIDE OF WANAKAH	1.80	1.40				1.80
PRIMROSE PRINCESS	2.20	1.80	1.40	1.20	1.00	2.00
PURPLE GLORY		1.60	1.40			2.40
RED LORY	18.00	14.00	10.00	0.10		per 1,000 12.00
*RED PHIPPS	6.40	4.80	3.60	2.40		2.60
RITA BECK	3.00	2.40				3.60
ROSE MISTROYAL LAVENDER	1.80 2.60	$\begin{array}{c} 1.40 \\ 2.20 \end{array}$				
RUFFLED GOLD		3.00	2.40	2.00		4.00
SALBACH'S ORCHID	8.00	6.00	2.40	2.00		24.00
SALBACH'S PINK	5.00	4.00	3.20			5.00
SARABAND		1.40	1.20			1.60
SCARLET BEDDER		1.40	1.20			1.80
SCARLET WONDER		1.40	1.20	1.00	.80	1.80
SEAFOAM		1.60	1.20	1.00	.80	2.60
*SENORITA	2.00	1.60	1.20	1.00	.80	2.40
SUNSHINE GIRL	3.00	2.40	2.00	1.60		5.00
SWORD OF MAHOMET	2.40	2.00	1.60	1.20		2.40
THOS. A. EDISON (K)		5.50	4.00	3.00		12.00
TOBERSUN		4.00	3.20	2.40		5.00
*VEILCHENBLAU	2.00	1.60	1.20	1.00		2.40
VEILED BRILLIANCE		2.00	1.60	1.00	00	3.00
W. H. PHIPPS		1.40	1.20	1.00	.80	1.80
*WINGED VICTORY	4.00	3.00	2.00	1.60		4.00

SHIPPING DATE

Shipments will be made about December 1st as near as possible, but will hold until spring if so requested. We will use best efforts to make shipments safely and during favorable weather. All Express shipments are guaranteed against freezing providing immediate notice of bad order of shipment is given Express Company and ourselves.

CARRYING CHARGES

These prices are strictly wholesale; hence purchaser pays shipping charges. Should you feel, however, that you must have charges prepaid, we will prepay shipment if you will send additional funds with order to cover shipping charges as follows:

If ordering bulbs sizes 1 or 2, add 25 per cent of total to cover charges. If ordering bulbs sizes 3 or 4, add 15 per cent of total to cover charges. If ordering bulbs size 5, add 10 per cent of total to cover charges.

The charges will not be so high on many of the orders and we feel that the carrying charges will be cheaper if you have them shipped charges collect. For the reason that each season many of our customers ask that shipment be sent prepaid, we have adopted the above charge rate, making it as fair as possible in a general way.

"Once a Customer of J. H., Always a Customer"

"COME UP AND SEE ME SOME TIME". . . OR SEND YOUR ORDER.

Cordially,

J. H. HEBERLING, Easton, Illinois, U. S. A.

BETTER BLOOMING BULBS HEBERLING'S GLADIOLUS

J. H. HEBERLING 'EASTON ILL., U. S. A.

Sec. 562 P. L. & R. U. S. POSTAGE PAID EASTON, ILL. Permit No. 1

U. S. Dept. of Agriculture Horticulture crops and Diseases Bureau of Plant Industry Washington D. C.